

Creating Effective Style Documents: A Practicum in Trade Publication.

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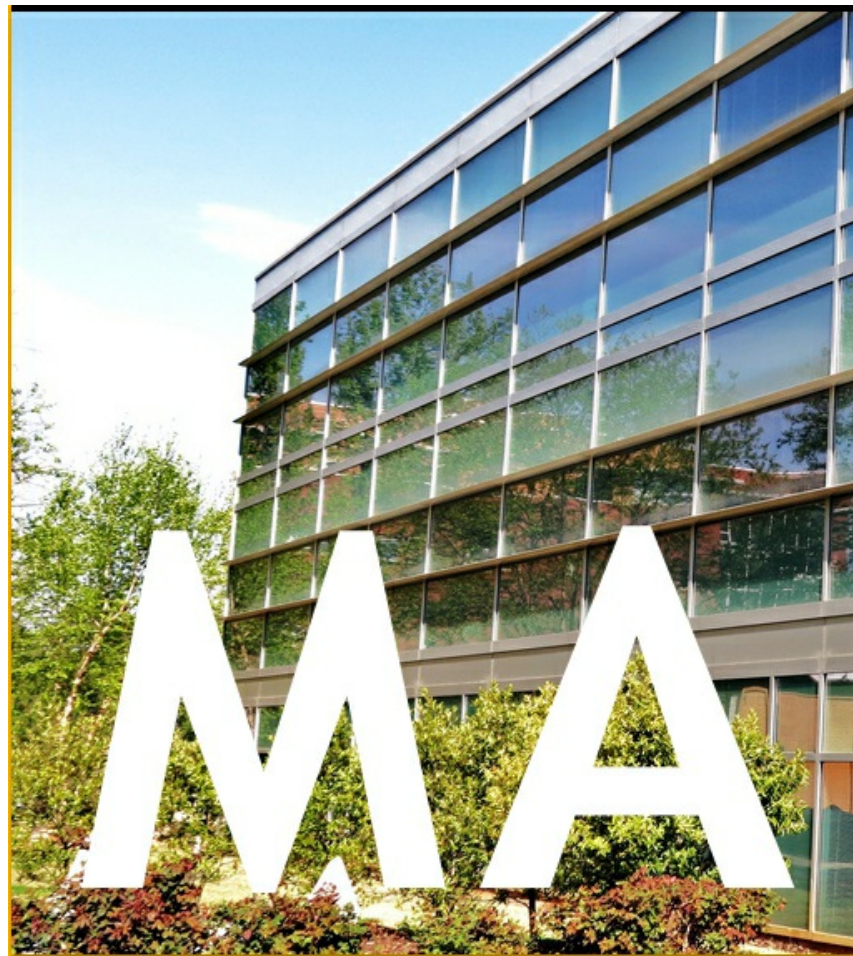
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Practicum in Trade Publication

[Kristen Tardio](#)

Date of Award

Fall 11-28-2017

Degree Type

Capstone

Degree Name

Master of Arts in Professional Writing (MAPW)

Department

English

Co-Chair

Dr. Chris Palmer

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Dr. Lara Smith-Sitton

Abstract

It is no secret that the field of publication thrives on collaboration between publishers, editorial and production team members, design and publicity staff, sales representatives and promoters, authors and, of course, readers. However, an equally important yet often overlooked relationship exists within this industry, between publishing and technical resources. Such a relationship, if not properly managed, can be overlooked, but it is created may also be overlooked.

This practicum examines these technical resources: style guides (for house style), their creation, and their usage in publishing. Also guiding the exploration are Peachtree Publishers Ltd, an Atlanta-based publishing house, and a young adult literature, about generating the aforementioned finished product—the first official style sheet for the company. The research and subsequent production tasks at Peachtree Publishers and, in the grander scheme of things, the behind-the-scenes process of effectively creating and maintaining a valuable but often underestimated tool in editing.

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